

## **CHAPTER 12. MARKET RESEARCH**

The U.S. Commercial Service (USCS) of the U.S. Department of Commerce at the U.S. Embassy, Bangkok, has prepared a number of reports according to the following schedule. They may be obtained from any CS office or from the CS Website: <http://www.usatrade.gov>

### **Selected Market Research Reports**

#### **International Market Insight (IMI)**

<u>Code</u>	<u>Title</u>	<u>Date</u>
AGR	Bright Prospects for Thailand's Poultry Industry	04/00
AIR	Suvarnabhumi International Airport - Prebid Conference for the Construction of Terminal Complex	09/01
APG/TRN/ACE	Second Bangkok International Airport Construction Update and U.S. Embassy Trade Event	02/00
APG/TRN/ACE	Second Bangkok International Airport	05/00
APG/TRN/ACE	Terminal Complex Construction of the New Bangkok International Airport	06/00
APG/TRN/ACE	Master Schedule for Second Bangkok International Airport	09/00
APS	Asia Automotive '99 Review	12/99
AUT	Vehicle Assemblers' Trend in Thailand Update	05/01
AUT	Vehicles Market Update – 2001	04/01
AUT	Automotive Industry Update – 2000	02/00
AUT	Assessment of the Automotive Parts Industry	03/00
AUT	Asia Automotive 2000	06/00
CON	Commercial Property Market Overview – 2000	08/00
CON	Cyberport City Project	06/00
CON	Residential Market Update 2000	10/00
CON	State Railway of Thailand Update	06/00
CPT/CSF/CSV	IT Spending of Thai Banks	03/01
CPT/CSF/CSV	The University Network Project	10/99
CPT/CSF/CSV	Thailand IT Market 2000	05/00
CPT/CSF/CSV	E-Banking in Thailand	12/00
CPT/CSF/CSV	E-Thailand Project	11/00
CPT/CSF/CSV	E-Education in Thailand	09/00
DFN	Thailand Defense Asia'99	12/99
EDS	Education Abroad Potential	05/00
ELP	Electric Power Generation and Demand in Thailand	12/99
ELP	Update on the Privatization of Ratchaburi Power Plant	01/00
ELP	Thailand's IPP Program Update	01/00
ELP	Electric Power Pool in Thailand	07/00
ELP	Electronics Industry in 2001	03/00
ELP	Electronics Trade Show – Nepcon Thailand 2001	03/00
ELP	Small Power Producers in Thailand	03/00

<u>Code</u>	<u>Title</u>	<u>Date</u>
FOD	Food Safety Testing and Analysis Market Outlook	05/01
FOD	Good Manufacturing Practice for Food Processors in Thailand	07/01
FRA	Third Opportunity and Franchise Exhibit	12/99
LIQ	Beer Market in Thailand	09/01
LIQ	Tax Increase on Liquor and Cigarettes in Thailand	04/01
OGS	Chevron to Invest More in Thailand	03/00
OGS	Natural Gas Pipeline Projects	01/00
POL	Entech Pollutec Asia 2000	05/00
POL	Aquatech Asia 2001: Bangkok, Thailand	06/00
SEC	Dam Safety Management Project	04/00
TEL	Telecom Industry Update	09/01
TEL	Opportunity to Sell Telecoms Network Equipment	03/00
TEL	Market for Telecommunications services in Thailand	06/00
TEL	Update on the Privatization of the Communications Authority of Thailand	02/00
TRA	Outbound Tourism From Thailand on the Rise	09/01
TRN	Mass Transit Master Plan for Bangkok	08/01
TRN,ACE	Overview of the State Railway of Thailand and Upcoming Project Opportunities	03/00
TRN,ACE	Bangkok's New Subway System	01/00

### **Industry Sub-Sector Analyses (ISA) - 2001**

<u>Code</u>	<u>Title</u>	<u>Date</u>
APS	Overview of Thailand's Automotive Parts Industry	05/01
EDS	Human Resource Training	07/01
CSV	E-Commerce Business-To-Business	05/01
ENR	Commercial Opportunities in Thailand's Energy Efficiency Sector	02/01
CSV	Net-Based Technology	09/01
FRA	Franchising	09/01
DFN	Defense Electronics	11/00
LES	Leasing	11/00
HTL	Hotel and Restaurant Equipment in Thailand	09/01
MED	Healthcare Products	03/01
PKG	Packaging Equipment	03/01
POL	Air Pollution Market Overview for Thailand	11/00
POL	Thailand's Water market : Technology and Equipment needs for water supply and Treatment and Wastewater Treatment	07/01
ACE/RRE	Post-Crisis:Thailand's Land Transport Infrastructure Projects	09/01
POL	Environmental Technology Market Overview for Thailand	11/00
POR	Port Equipment	11/00
TEL	Telecommunications Equipment	04/01
TEL	Telecommunications Services	04/01
INS	Life and Non-Life Insurance Products	04/01

**PLANNED INDUSTRY SUB-SECTOR ANALYSES (ISAs) FOR FY 2002**

<u>Code</u>	<u>Title</u>	<u>Date</u>
WRE	Water Resources and Equipment	12/01
APG	Airport/Ground Support Equipment	12/01
ELP	Electrical Power Systems Equipment	06/02
APS	Automotive Aftermarket Accessories	03/02
BLD	Building Products	09/02
POL	Municipal Solid Waste Projects	12/01
POL	Energy Auditing and Consulting Services in Industries	5/02
DRG	Vitamin and Nutritional Foods	04/02
MED	Cardiovascular Devices	08/02
AGM	Aquaculture Equipment and Products	04/02
SEC	Security/Safety Equipment	08/02
PET	Pet Products	12/01
TEL/TES	Mobile Communication	04/02

**AGRICULTURAL REPORTS**

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture at the U.S. Embassy in Bangkok prepares a number of agricultural reports on commodities and sectoral opportunities each year. They may be obtained from the FAS office or from the FAS Website: [www.fas.usda.gov](http://www.fas.usda.gov) Here is a sampling:

<u>Category</u>	<u>Title</u>	<u>Date</u>
Poultry	Poultry Semi-Annual	02/00
Trade Policy Monitoring	Trade Policy Monitoring Report	03/00
Grain & Feed	Grain & Feed Annual	03/00
Sugar	Sugar Annual	04/00
Tobacco	Tobacco Annual	05/00
Cotton	Cotton Annual	06/00
Oilseeds and Product	Oilseeds & Products Annual	06/00
Food and Agriculture Import Regulations and Standards	Fairs – Food/Agriculture Import Regulations	07/00
Poultry	Poultry Annual	08/00
Solid Wood Product	Forest Products Annual	08/00
Sugar	Sugar Semi-Annual	10/00
Processed Sweet Corn	Processed Sweet Corn Annual	10/00
Dairy	Dairy Annual	10/00
Retail Sector	Retail Foods Sector Report	11/00